



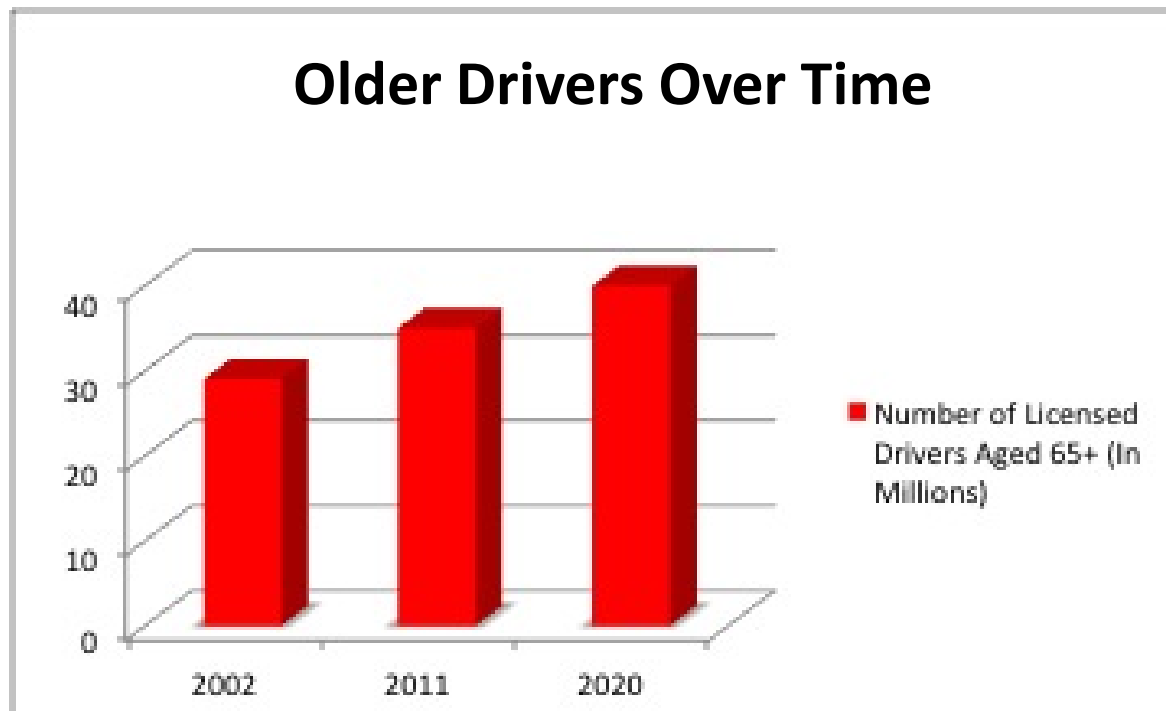
Increasing Driver Safety for Older Americans

An Introduction to AARP Driver Safety
[INSERT DATE]

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The Changing Demographic of America's Drivers

The population of older Americans is growing:



- **2002: 29 million** licensed drivers age 65 and older.
- **2011: 35 million** licensed drivers age 65 and older.
- **2020:** There will be as many as **40 million** licensed drivers age 65 and older on the road.

Source: U.S. Department of Transportation



A Different World than When Today's Older Drivers Started Out



› When today's **60 year old driver** was born, the interstate highway system didn't yet exist.



› When today's **70 year old driver** was 16, seat belts were only an option in Fords and Chevrolets for about five years.

AARP
DRIVER
SAFETY 

A Different World than When Today's Older Drivers Started Out

To stay safe and confident behind the wheel, older drivers must adapt to a **variety of changes**, including changes to:



Vehicles



Roadways



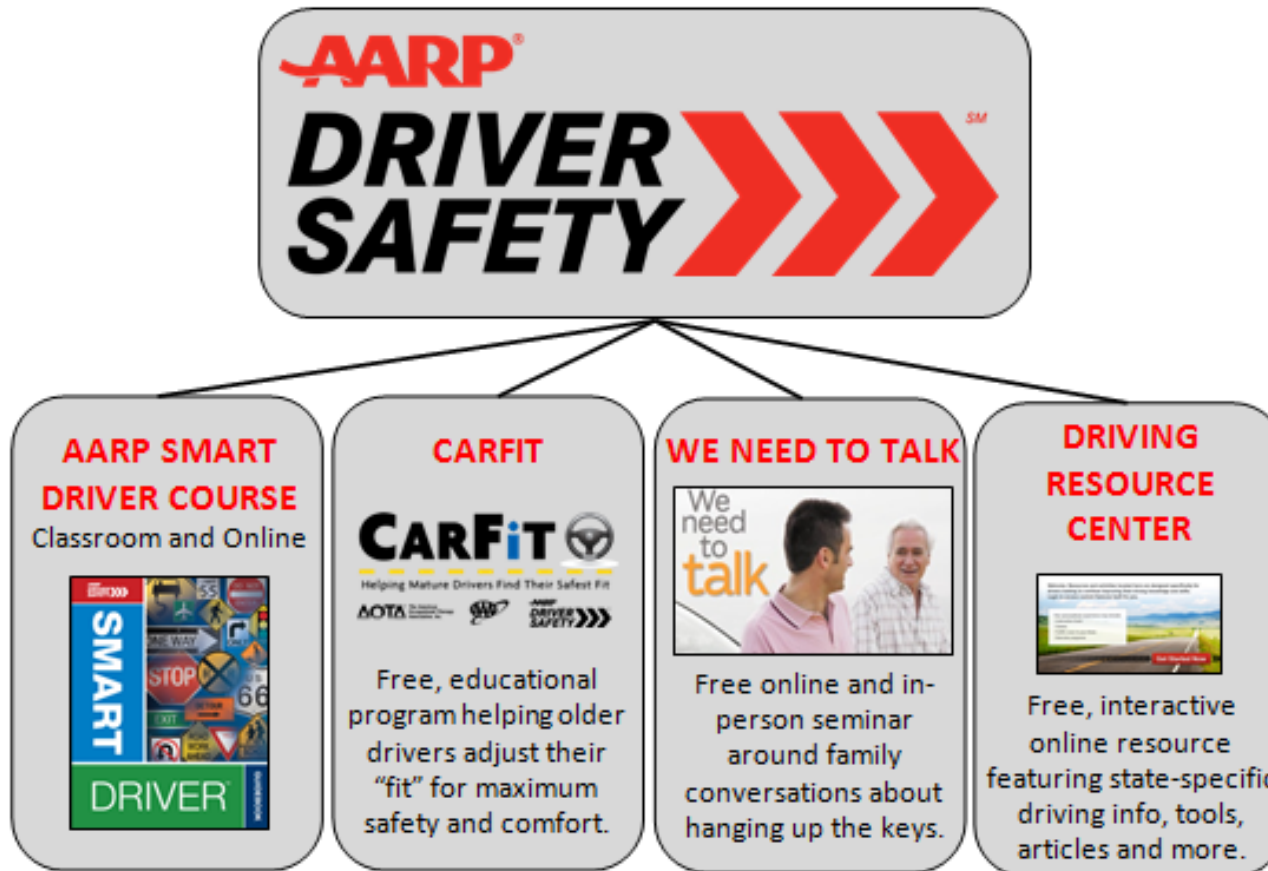
Traffic Laws



Themselves



AARP Driver Safety: A Key to Keeping Up with the Change



- AARP Driver Safety helps older drivers continue to drive safely through educational programs and resources (outlined at left).
- AARP Driver Safety has offered driver improvement courses since 1979, when the "55 Alive" program first became available.



AARP Driver Safety: At-a-Glance

Nationwide network of 4,000+ volunteers

30,000+ courses and events at **18,000+ host locations** nationwide

More than 500,000 annual participants nationwide

Trusted leader in the area of older driver safety

Saving participants \$128 million through auto insurance discounts

More than 15 million course participants since 1979

AARP Driver Safety: A Volunteer-Based Initiative

- As a volunteer-based initiative, AARP Driver Safety is one of the best examples of AARP **delivering value and impact** at the local level.
- AARP Driver Safety programs are taught, administered and promoted by a nationwide network of more than **4,000 dedicated volunteers** in all 50 states and U.S. territories.
- **Volunteer satisfaction is high:** 95% of volunteers report they are satisfied with their volunteer role.
- **WATCH:** See what AARP Driver Safety volunteers are “[driven by](#).”



The New AARP Smart Driver™ Course

- AARP Driver Safety debuts a new course curriculum on Jan. 1, 2014: the **AARP Smart Driver Course**. The course will be available in a classroom and online, in English and Spanish.
- **Research-based:** The course includes a focus on areas where older drivers could benefit from additional training, including: roundabouts, pavement markings, stop-sign compliance, and safety issues such as speeding.
- **New, easy-to-follow format:** Incorporates adult-learning principles, features reader-friendly print types, an easy-to-follow format, and supplemental course videos.
- **19 areas of customization:** The course is tailored to meet participants' needs by providing state-specific information that is easy to access and understand.
- Developed with input from a **National Older Driver Safety Expert Panel**, chaired by Dr. Joseph Coughlin of MIT AgeLab.



The New AARP Smart Driver™ Course

Course Road Map



Course Objectives

- Learn research-based safety strategies that can reduce the likelihood of having a crash.
- Learn how aging, medications, alcohol, and other health-related issues affect driving ability, and ways to adjust to allow for these changes.
- Know how to drive safely when sharing the road with other road users.
- Learn when driving may no longer be safe.
- Learn the newest safety and advanced features in vehicles.
- Increase confidence.



The New AARP Smart Driver™ Course

- AARP Driver Safety has shown to be **successful in changing driving-related behaviors** among participants.
- Recent research has shown the effectiveness of the course, demonstrating that:
 - The course **helps drivers make fewer errors**, and
 - Likely increased their tendency to **self-regulate** their own driving behaviors – such as driving less at night or in challenging weather conditions.
- According to self-reported data, **97% of participants** indicated that they changed at least one key driving behavior as a result of taking the course.
 - The most common behaviors changed were always checking blind spots (73%), using the correct following distance and space cushion (65%), and paying more attention when entering and exiting highways (60%).
- Experience with the course is positive. More than **eight in ten (83%) participants** said they would be likely to take the course again.
- Learn more: www.aarp.org/drive



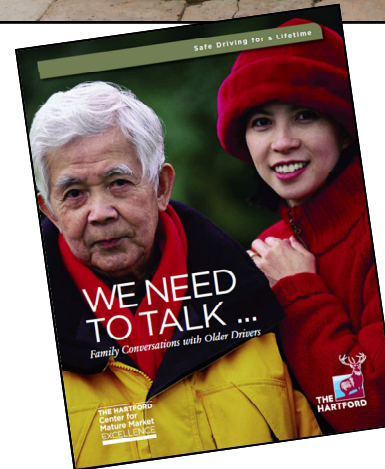
CarFit: Helping Drivers Find the Best Fit

- Older drivers are more likely to be killed or seriously injured when a crash does occur due to the **greater fragility** of their bodies.
- AARP Driver Safety, in conjunction with AAA and the American Occupational Therapy Association (AOTA) offers CarFit to help drivers **improve their fit** and **comfort within their personal vehicles**.
- Trained technicians work with participants to ensure they "fit" their vehicle properly for maximum comfort and safety.
- 12 key areas are reviewed, including:
 - Side and rearview mirror adjustment
 - Foot positioning to gas and brake pedals
 - Distance between driver and steering wheel
- Learn more: www.car-fit.org



We Need to Talk: Family Conversations

- AARP Driver Safety also offers **We Need to Talk**, an in-person and online seminar that offers:
 - Practical tips to help you determine how to assess a loved one's driving skills,
 - Warning signs that it may be time to have a conversation, and
 - Tools to help you have this important conversation.
- Available in English and Spanish.
- Based on information created jointly by The Hartford and MIT AgeLab.
- Learn more:
www.aarp.org/weneedtotalk



NEW! AARP Driving Resource Center

- A free, interactive online tool designed for drivers age 50 and older.
- Visitors can create a customized “**Driving Plan,**” which guides them to tools, games, and resources that fit their interests.
- The Driving Resource Center is organized around three components:
 - The Driver
 - The Vehicle
 - Roads

Each section contains a wealth of resources, including videos, articles and helpful links to learn more about a specific topic.

- Learn more: www.aarp.org/drc



Interactive Driving Simulations

Practice your skills on six real-life interactive driving situations.



Drug Interaction Checker

Enter your medications and supplements to see how they interact and may affect your driving.



Rules of the Road

Play our Traffic Law Game to test your knowledge in your state.



Fitness-to-Drive Screening Tool

Answer driving skills questions and learn about a loved one's driving fitness.



Exercises for Mature Drivers

Learn more about how exercise helps drivers stay safe.

In Their Own Words...

While many people take the AARP Smart Driver Course to refresh their own driving skills, the course's reach and impact touches many more than just the drivers themselves:

"I just took the AARP Driver Safety online course. Even though I've been driving for 30+ years, I did learn a few new things. I highly recommend this course for several reasons. You can probably save on your auto insurance; you can learn how to help aging drivers whose skills have become unsafe who are your friends or relatives; and you might learn something new."

"I would recommend this course to every driver to improve their driving skills and knowledge of roadways, traffic signs, and most importantly to become aware of physical and mental capabilities as we age."

"This course adds years to driving and a working life. Thank you."

"I always thought of myself as a good and safe driver, this course reminded me of things I failed to remember. It is a great course and should be taken by all of us seniors!"

Source: Testimonials from AARP Driver Safety Facebook Fan Page (3/2012 - 10/2013)





www.aarp.org/drive



www.facebook.com/aarpdsp



twitter.com/AARPDsp

TOYOTA

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